

Answers To Frequently Asked Questions

WHAT IS THE ADMINISTRATIVE COST OF OUR COMBINED FEDERAL CAMPAIGN?

For 2004, the total administrative and fund-raising expense for our CFC was 6.5%.

ARE CONTRIBUTIONS TAX DEDUCTIBLE?

Yes. For one-time donations under \$250 and payroll deduction pledges under \$3,000, your payroll stub or canceled check is acceptable to the IRS. For one-time cash/check donations over \$250, you should contact your CFC office (257-0292) to arrange for certification of the donation that is required by the Internal Revenue Service (IRS).

WHY SHOULD I SUPPORT THE CFC?

Because each agency has been certified by a committee of Federal Employees, ensuring its legitimacy. You can give continuously throughout the year. A unified Combined Federal Campaign can raise more funds for charitable agencies than can be raised through unorganized direct giving. CFC protects the Federal employee from year-round in-the-workplace solicitation by charitable agencies.

WHY NOT JUST GIVE DIRECTLY TO THE AGENCIES?

There are several reasons that the CFC is among the best ways to give to charity. All agencies and federations are carefully screened and meet strict but fair requirements. Giving through the CFC allows you to use payroll deduction, thus increasing the amount of money you can afford to give to your favorite charity. Undesignated money is distributed according to the percentage of money designated to the agencies. Therefore, your designated gift allows your favorite agency to receive a percentage of the undesignated money. The fact is that most of us are too busy to research charities and make contributions. CFC makes it easy for you.

I NEVER USE AGENCY SERVICES, SO WHY SHOULD I GIVE?

You never know when you, a member of your family, or a neighbor may need a CFC agency service. Job loss, loss of a loved one, illness, disabilities, family problems, mental disorders and the problems of growing up and growing old know no boundaries. Your gift helps ensure that services are available when they're needed. Anyone who has been involved in Scouting, taken a Red Cross first aid course, learned to swim at the YMCA, or breathed cleaner air has been served by a CFC agency.

WHAT IS THE CONTRIBUTOR'S INFORMATION GUIDE?

The Contributor's Information Guide contains a listing of all the agencies that applied and met the government criteria. It includes information on the services they provide and the four-digit agency identification code number. The Contributor's Information Guide should be available to every employee in the organization.

WHO DETERMINES WHERE MY CONTRIBUTIONS GO?

You do! If you designate, your gift MUST go to that charity. By regulation, all designations must be honored. A yearly audit is performed to verify this. Write-ins are not permitted.

WHAT IF I DO NOT DESIGNATE?

Undesignated donations will be distributed among the charities in the same proportion that the charities received designated contributions.

WHAT HAPPENS IF I COMPLETE THE HOME ADDRESS SECTION ON THE PLEDGE FORM AND INDICATE THAT IT BE FORWARDED TO THE AGENCY I DESIGNATE?

If you complete the appropriate section on the pledge form, only your name and address will be forwarded to the agency(ies) you designate (please fill out the form carefully with a legible, complete address). Your contribution amount cannot be released to the agencies. Many times they choose to acknowledge your contribution, and may add your name to their mailing list. It is up to the federation or agency to acknowledge your gift, and remember that it may be well after the campaign because of the timeline of the quarterly payouts they receive from CFC. Charities that are part of CFC agree to treat your name and address as confidential; neither they, nor CFC, will ever sell or release your name to any third parties or vendors.

ISN'T THE CFC THE SAME THING AS UNITED WAY?

While the campaigns are usually conducted at the same time, the CFC Campaign and the United Way Campaign are two separate and different campaigns. Only federal employees participate in the CFC, and they may contribute to over 1,800 agencies which includes local United Way Partner Agencies as well as federations and unaffiliated agencies on the local, national and international levels.

Reporting Campaign Results

- 1 Publicize results to date.
- 2 Ensure that every employee has an opportunity to give and that every pledge card is returned.
- 3 Follow-up in areas and departments in which there seems to be low response.
- 4 Keep Commander/Directors posted on campaign progress and problems.
- 5 Follow-up on employees who were unable to attend rally or were absent during campaign.
- 6 Report progress to your Loaned Executive.
- 7 Keep employees informed of the results throughout the campaign.

Report Procedures

Keyworker Turn-In Procedure

Ensure the pledge card is filled out completely and correctly.

- Pledge Cards

WPAFB Keyworkers

For Military: Please enclose copies #1 (white) and #2 (yellow) of the pledge cards in the Keyworker Report Envelope.

ALL KEYWORKERS (INCLUDING WPAFB)

For Civilian: Please enclose only copy #2 (yellow) of the pledge cards in the Keyworker Report Envelope. Copy #1 (white) should be forwarded to your organization's Customer Service Representative (CSR). For WPAFB Keyworkers, place copy #1 (white) in the WPAFB civilian payroll deduction envelope.

- Complete front of envelope.
- Enclose appropriate copies of pledge cards for military and civilian personnel.
- Additional enclosures

All keyworkers place checks, cash and Pillar Giver Information forms in the Keyworker Report Envelope. **PLEASE DOUBLE CHECK YOUR FIGURES.**

All personnel have a right to give a confidential gift in a sealed envelope. Keyworkers will place the confidential envelope in the Keyworker Report Envelope unopened.

- Keyworkers turn in envelopes to chairperson/2 letter keyworkers.

Chairperson Turn-In Procedure

The Chairperson Envelope is the method by which you turn in the bank deposit receipts, the Chairperson Audit Report forms, and the Keyworker Report Envelopes which contain the collected pledge cards and Pillar Giver Information forms.

Verify the contents of the Keyworker Report Envelope.

- 1 ■ It should contain for **WPAFB military personnel**, copy #1 (white) and copy #2 (yellow) of each pledge card.
 - For **ALL civilian personnel**, should contain only copy #2 (yellow) of the pledge cards. Insure the copy #1 (white) goes to the proper Customer Service Representative (CSR) for input into the DCEPS system.
- 2 Complete the Chairperson Audit Report Form verifying information you take from the Keyworker Report Envelope.
- 3 Take the cash/checks from Keyworker Report Envelope and make bank deposit(s) using your CFC deposit slip(s).
- 4 Place the Keyworker Report Envelope, intact as you received it, in the Chairperson Envelope.
- 5 Place bank receipts from the deposit you have made and the completed Chairperson Audit Report Form (yellow and white copy) in the Chairperson Envelope.
- 6 **For WPAFB commands**, turn in the Chairperson Envelope **DAILY** to the CFC Headquarters, WPAFB, Area C, Bldg 1, Door 22.
- 7 **For other than WPAFB commands**, coordinate the **DAILY** turn in of the Chairperson Envelope with the CFC office at 257-0292.



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Miami Valley Combined Federal Campaign

2005 Chairperson and Keyworker's Training Guide



Miami Valley Combined Federal Campaign

<http://cfc.wpafb.af.mil>

Thank You

for agreeing to serve as Chairperson and/or Keyworker in this year's campaign. As the volunteer closest to the contributor, you are key to the success of the campaign.

Your objective is to reach everyone with the CFC story and make sure they are given the opportunity to contribute to charities through the CFC.

Charitable agencies are counting on you to help raise funds that provide year-round support to vitally needed human care services to thousands of people not only in the Miami Valley, but nationally and internationally as well.

This year's campaign theme, "The Power of You", recognizes the power of giving and the power of you as a federal employee working to make a difference in the local, national, and global community.

This guide will provide you with the basic knowledge on how to run a successful campaign and how to report results. It is designed to assist you in planning, organizing and administering the campaign. Refer to it for help or contact your Loaned Executive at the CFC Office at 937-257-0292 for more information.

Campaign Dates

5 October Campaign Agency Fair Kick Off - Ervin J. Nutter Center - 11:00 a.m. to 1:00 p.m. More than 100 local charitable and human services/welfare agencies will set up information and display booths inside the Nutter Center. Free food, beverages and entertainment. This event is for ALL Federal employees.

18 November Campaign Ends

7 December Recognition Breakfast - Hope Hotel & Conference Center, WPAFB - 8:30 a.m. An opportunity for all CFC chairpersons, keyworkers, commanders/directors of the federal organizations to come together and celebrate. There will be a charge for the breakfast meal.

Getting Started

- 1 Start Today.
- 2 Meet with your Commander/Director/Chairperson to discuss the campaign. The single most important factor in the success of your campaign will be the involvement and commitment of your top-level leadership.
- 3 Ask Commander/Director to assign people to help you. One Keyworker for every 20 employees will insure adequate coverage. Request enough time off regular duties to do a good job.
- 4 Learn the facts about CFC.
- 5 Arrange for training of committee and Keyworkers.
- 6 Meet with Loaned Executive (L.E.) or CFC staff to discuss campaign.
- 7 Develop a timetable keeping your campaign short and intensive.
- 8 Be familiar with the Contributor's Information Guide.

Steps to Success

- 1 Conduct a CFC Kick-off that will inspire enthusiasm for the campaign.
- 2 Be sure each employee receives a pledge card and a Contributor's Information Guide.
- 3 As coordinator, you should preside at meeting and introduce speakers.
- 4 Have Commander/Director welcome everyone and endorse campaign.
- 5 Discuss the Contributor's Information Guide listing indicating the needs of people and benefits of agencies. If an employee has personally benefited from a CFC supported agency, ask them to give a testimonial. Agency speakers are available from most agencies and can be arranged through your L.E. Make sure employees understand what they are giving to and why it is important.
- 6 Retrieve all pledge cards and say thank you. It is important to have a response from every potential contributor, regardless of whether or not they contribute. And remember to thank everyone you solicit. Everyone's time and/or gift are truly appreciated and a pleasant "Thank you!" is an important part of your efforts.

You Can Do It!

People on your list may express concerns or questions about the CFC, and they may also be hesitant about making a contribution. Usually they only need a better understanding of where their money will go and how it will help.

Remember every question or comment, even if it is negative, is an opportunity to communicate and share the positive aspects of our CFC, its agencies, and the people it helps. Generally, when concerns are expressed, they are not directed against you, so don't take it personally.

- It's easier than you think. Just remember three things and you can do a very effective job.
- 1 Personalize the visit. Begin by saying something about the CFC and the work of the voluntary organizations we support through the campaign.
 - Talk about one or more of the charities with which you have had a personal experience.
 - Share a story of someone you know who has been helped.
 - Mention that the campaign costs are remarkably low.
 - Say that thousands of people who really need help will benefit.
 - 2 Talk about payroll deduction. Explain how giving by payroll deduction makes it possible for most of us to make a really generous gift by spreading the contribution out over a year. Deductions are made from each paycheck.
 - Encourage a payroll deduction pledge because it usually will be almost four times larger than a cash gift.
 - Show a first-time contributor that a payroll deduction pledge is an easy way to translate a small amount from each paycheck into a gift that will help to feed starving children, to counsel confused teenagers, and to find cures for life-threatening diseases.
 - Convince someone who has traditionally made a cash gift to consider making a payroll deduction pledge.
 - 3 Tell the contributor about the Donor Recognition Program.

Loaned Executives

This is a cadre of well-trained individuals who are prepared to assist in coordinating and planning strategies for an effective campaign. They can arrange for speakers, small on site agency fairs, tours, procurement of campaign supplies, make presentations at group meetings, show the campaign video that explains CFC, and generally provide all necessary support enabling you to have a successful campaign.

Campaign Strategies That Will Work For You

Do This:

- Contact every individual personally.
- Keep the campaign period short.
- Create pre-campaign publicity.
- Hold a kick-off.
- Use group presentations.
- Show the video to everyone.
- Schedule an agency speaker or tour.
- Encourage payroll deductions.
- Promote team effort.
- Say, "Thank You."

Do Not Do This:

- Ask for 100% participation.
- Start by saying, "Well, it's CFC time again."
- Set personal dollar goals.
- Have supervisors directly solicit subordinates.
- Contact individuals by mail or through their "in-basket."
- Promote a specific agency.
- "Arm twist".
- Forget to follow-up with those persons missed.

A Sample Ask

■ "Hello, (THEIR NAME), I'm (YOUR NAME) and I'm working on the CFC this year. Is it convenient for you to talk now? (If it is not convenient, arrange a time later) I volunteered to contact people this year because I want to tell others about the CFC and why it is the best way to help those in need. In a few minutes, I'll ask you to consider making a contribution. Before you think about your gift amount, let's talk about the CFC."

Group Presentation Outline (30 minutes)

- Welcome & Remarks - Chairperson/Keyworker (3 mins.)
- Remarks - Senior Executive (5 mins.)
- Introduce guest speaker (1 min.)
- Remarks - Guest Speaker(s) (8-11 mins.) (Agency speaker or testimonial by an activity member.)
- Remarks - Chairperson/Keyworker (3 mins.)
- Explain:
 - ♦ Ways to give
 - ♦ Ease of payroll deduction
 - ♦ Contributor's Information Guide
 - ♦ Advantages of giving through CFC
 - ♦ Procedures for participating
 - ♦ Donor recognition
 - ♦ Ask for questions
- Campaign Video - (6-8 mins.)
- Conclusion - Chairperson/Keyworker (1 min.)

The Group Presentation

- The most efficient and effective way to ask.
- Puts donors at ease, no one is singled out.
- Easiest way to reach most people.
- Video tells the story, makes "the ask".

The One-On-One Presentation

- Don't feel pressured, just be informative.
- Explain the benefits and value of CFC.
- Present CFC as an opportunity to help.
- Explain how CFC relates and can help them.
- Once explained, they will want to participate.

WITH EITHER APPROACH, INDIVIDUAL FOLLOW-UP IS CRUCIAL

Promoting Your Campaign

BE CREATIVE!

- Kick-off
- Large & small group meetings
- Events
- Posters
- Banners
- Newsletter articles
- Senior Executive endorsement letter and participation in meeting and events

Donor Recognition

- Thank solicitors, employees and your committee for their support. Reward goal attainment and outstanding achievement.
- Every contributor - wallet sized calendar.
- Pillar Giver - 1 hour's pay per month - Ceramic CFC Coffee Mug.
- Double Pillar Giver - 2 hour's pay per month - Ceramic CFC Coffee Mug and a CFC travel umbrella.
- Leadership Giver - \$1,200 or more - Rosewood Pen Case and Holder with Business Card Slot.